

WHAT IS CLAIMED IS:

1 **1.** A method for cross marketing, the method comprising
2 the steps of:
3 at a first company, conditioning the grant of a discount for a
4 second product at a second company on a purchase of a first
5 product at the first company; and
6 at the second company, offering for sale the second product
7 and standing ready to accept the discount on the second product.

1 **2.** The method of claim **1**, wherein the step of
2 conditionally granting a discount comprises
3 at a first company, conditioning the grant of a 100%
4 discount for a second product at a second company on the
5 purchase of a first product at the first company.

1 **3.** The method of claim **1**, wherein the step of
2 conditionally granting a discount comprises
3 at a first company, conditioning the grant of a less-
4 than-100% discount for a second product at a second
5 company on the purchase of a first product at the first
6 company.

1 **4.** The method of claim **1**, further comprising the steps of
2 recognizing the purchase of the first product at the first
3 company by a consumer; and
4 crediting an account of the consumer with the discount.

1 **5.** The method of claim **3**, further comprising the step of
2 notifying the consumer of the discount.

1 6. The method of claim **1**, further comprising the steps of
2 recognizing the purchase of the first product at the first
3 company and the grant of a discount; and
4 in response, depositing a predetermined amount of property
5 into an account.

112 1 7. The method of claim 5, wherein the step of depositing
2 comprises
3 depositing a predetermined percentage of revenue realized
4 from the purchase of the first product.

112 1 8. The method of claim 5, wherein the step of depositing
2 comprises
3 depositing money.

112 1 9. The method of claim 5, wherein the step of depositing
2 comprises
3 depositing a predetermined amount of property into an
4 account for the benefit of the second company.

112 1 10. The method of claim 5, wherein the step of depositing
2 comprises
3 depositing a predetermined amount of property into an
4 account for the benefit of the second company in at least partial
5 compensation for accepting the discount.

1 11. The method of claim **1**, further comprising the step of
2 at the second company, selling the second product,
3 accepting the discount on the second product.

1 12. The method of claim 10, further comprising the steps of
2 at a third company, conditioning the grant of a second
3 discount for the second product at the second company on the
4 purchase of a third product at the third company; and
5 at the second company, standing ready to accept the
6 second discount on the second product,
7 wherein the step of selling comprises
8 accepting the discount and the second discount on the
9 second product.

1 **13.** A method for cross marketing, the method comprising
2 the steps of:
3 at a first company, conditioning the grant of a discount for a
4 second product at a second company on a purchase of a first
5 product at the first company;
6 recognizing the purchase of the first product at the first
7 company by a consumer and the grant of a discount;
8 crediting an account of the consumer with the discount;
9 notifying the consumer of the discount;
10 depositing a predetermined amount of money into an
11 account for the benefit of the second company in at least partial
12 compensation for accepting the discount; and
13 at the second company, offering for sale the second product
14 and standing ready to accept the discount on the second product,
15 wherein the money amounts to a predetermined percentage of revenue
16 realized from the purchase of the first product.

1 14. The method of claim 12, further comprising the steps of
2 at a third company, conditioning the grant of a second

3 discount for the second product at the second company on the
4 purchase of a third product at the third company;
5 at the second company, standing ready to accept the
6 second discount on the second product; and
7 at the second company, selling the second product,
8 accepting the discount and the second discount on the second
9 product.

1 **15.** A method for cross marketing, the method comprising
2 the steps of:

3 at a company, conditioning the grant of a discount for a
4 second product at a second department within the company on a
5 purchase of a first product at a first department within the
6 company; and
7 at the second department, offering for sale the second
8 product and standing ready to accept the discount on the second
9 product.

1 **16.** A method for cross marketing, the method comprising
2 the steps of:

3 at a company, conditioning the grant of a discount for a
4 second product at a second department within the company on a
5 purchase of a first product at a first department of the company;
6 recognizing the purchase of the first product at the first
7 department by a consumer and the grant of a discount;
8 crediting an account of the consumer with the discount;
9 notifying the consumer of the discount;
10 depositing a predetermined amount of money into an
11 account for the benefit of the second department in at least partial
12 compensation for accepting the discount; and

